

## CLAIMS

What is claimed is:

1           1.     A system comprising:

2                     a user computer, coupled to a data network, to display a user interface  
3                     usable to enter a plurality of auction preferences; and

4                     a broadcast-based client-side device, coupled to the network, to receive  
5                     user preference data from said data network based on said plurality of  
6                     auctioning preferences, and to receive broadcast programming content from a  
7                     broadcast source, said broadcast-based client-side device to include,

8                     a display to display a plurality of auctioning options based on  
9                     said plurality of auctioning preferences, and

10                    a user input device to select from among said plurality of  
11                    auctioning options, and to place one or more bids on an auction item.

1           2.     The system of claim 1, wherein said data network is the Internet, said  
2                     broadcast source is a television programming source, and said client-side  
3                     device includes a set top box that is coupled to the Internet and to said  
4                     broadcast source.

1           3.     The system of claim 1, wherein said user interface is used to access a  
2                     user account prior to entering said plurality of auctioning preferences, said

3 user account to be used to associate said plurality of auctioning preferences  
4 with a particular user.

1 4. The system of claim 3, wherein said client-side device is associated  
2 with said user account and said plurality of auctioning preferences by  
3 performing a secure logon operation.

1 5. The system of claim 1, wherein said plurality of auctioning preferences  
2 includes at least one of preferred auctioning categories, payment method and  
3 product delivery information.

1 6. The system of claim 1, wherein said user preference data is based on at  
2 least one of said plurality of auctioning preferences and a user profile, where  
3 said user profile is based on tracking user activities.

1 7. The system of claim 6, wherein said user activities include at least one  
2 of websites visited, online keyword searching, broadcast content viewed,  
3 broadcast content searching.

1 8. The system of claim 1, wherein said plurality of auctioning options  
2 includes at least one of a list of available items to bid on, pending auctions  
3 and auctioning history.

1        9.     The system of claim 1, wherein the broadcast-based client-side device  
2        is further to display an auction interface containing at least one of a  
3        description of said auction item, current bid for said auction item, number of  
4        bids made on said auction item, and remaining time left to bid on said  
5        auction item.

1        10.    The system of claim 1, wherein said one or more bids are placed using  
2        said user input device after said broadcast-based client-side device has  
3        established a secure connection with a server coupled to said data network.

1        11.    The system of claim 11, wherein said server executes software that  
2        enables said auction item to be bid on by a plurality of users connected via  
3        said data network, and to be purchased by a high bidder of said plurality of  
4        users.

1        12.    A method comprising:  
  
2                entering a plurality of auctioning preferences using a user interface  
3        displayed on a user computer that is coupled to a data network;  
  
4                receiving, by a broadcast-based client-side device coupled to the data  
5        network, user preference data from said data network and broadcast

6 programming content from a broadcast source, said user preference data to  
7 be based on said plurality of auctioning preferences;

8 displaying, on a display of said broadcast-based client-side device, a  
9 plurality of auctioning options based on said plurality of auctioning  
10 preferences;

11 selecting from among said plurality of auctioning options using a user  
12 input device of said broadcast-based client-side device; and

13 placing one or more bids on an auction item using said user input  
14 device of the broadcast-based client-side device.

1 13. The method of claim 12, wherein said receiving comprises receiving  
2 user preference data from the data network and broadcast programming  
3 content from the broadcast source, wherein said user preference data is based  
4 on said plurality of auctioning preferences, said data network is the Internet,  
5 said broadcast source is a television programming source, and said broadcast-  
6 based client-side device includes a set top box that is coupled to the Internet  
7 and to said broadcast source.

1 14. The method of claim 12, further comprising accessing, using said user  
2 interface, a user account prior to said entering the plurality of auctioning  
3 preferences, said user account to be used to associate said plurality of  
4 auctioning preferences with a particular user.

1        15.    The method of claim 12, further comprising performing, by said  
2        broadcast-based client-side device, a secure logon operation wherein said  
3        client-side device is associated with said user account and said plurality of  
4        auctioning preferences.

1        16.    The method of claim 12, wherein said entering comprises entering the  
2        plurality of auctioning preferences using the user interface displayed on the  
3        user computer that is coupled to the data network, said plurality of  
4        auctioning preferences to include at least one of preferred auctioning  
5        categories, payment method and product delivery information.

1        17.    The method of claim 12, further comprising tracking user activities to  
2        establish a user profile, said user preference data to be based on at least one of  
3        said plurality of auctioning preferences and said user profile.

1        18.    The method of claim 17, wherein said tracking user activities  
2        comprises tracking user activities to establish the user profile, said user  
3        preference data to be based on at least one of said plurality of auctioning  
4        preferences and said user profile, where said user activities include at least  
5        one of websites visited, online keyword searching, broadcast content viewed  
6        and broadcast content searching.

1        19.     The method of claim 12, wherein said displaying comprises  
2        displaying, on a display of said broadcast-based client-side device, said  
3        plurality of auctioning options based on said plurality of auctioning  
4        preferences, where said plurality of auctioning options includes at least one  
5        of a list of available item to bid on, pending auctions and auctioning history.

1        20.     The method of claim 12, further comprising displaying an auction  
2        interface containing at least one of a description of said auction item, current  
3        bid for said auction item, number of bids made on said auction item, and  
4        remaining time left to bid on said auction item.

1        21.     The method of claim 12, wherein said placing one or more bids  
2        comprises placing one or more bids on an auction item using said user input  
3        device after said broadcast-based client-side device has established a secure  
4        connection with a server coupled to said data network.

1        22.     The method of claim 21, further comprising executing, by said server,  
2        software that enables said auction item to be bid on by a plurality of users  
3        connected via said data network, and to be purchased by a high bidder of  
4        said plurality of users.

1        23.     A computer program product comprising:

2 a computer usable medium having computer program code embodied  
3 therein to display information, the computer program product having:

4 computer readable program code to enter a plurality of  
5 auctioning preferences using a user interface displayed on a user computer  
6 that is coupled to a data network;

7 computer readable program code to receive, by a broadcast-  
8 based client-side device coupled to the data network, user preference data  
9 from said data network and broadcast programming content from a  
10 broadcast source, said user preference data to be based on said plurality of  
11 auctioning preferences;

12 computer readable program code to display, on a display of  
13 said broadcast-based client-side device, a plurality of auctioning options  
14 based on said plurality of auctioning preferences;

15 computer readable program code to select from among said  
16 plurality of auctioning options using a user input device of said broadcast-  
17 based client-side device; and

18 computer readable program code to place one or more bids on  
19 an auction item using said user input device of the broadcast-based client-  
20 side device.

1 24. The computer program product of claim 23, wherein said computer  
2 readable program code to receive comprises computer readable program  
3 code to receive user preference data from the data network and broadcast

4 programming content from the broadcast source, wherein said user  
5 preference data is based on said plurality of auctioning preferences, said data  
6 network is the Internet, said broadcast source is a television programming  
7 source, and said broadcast-based client-side device includes a set top box that  
8 is coupled to the Internet and to said broadcast source.

1 25. The computer program product of claim 23, further having computer  
2 readable program code to access, using said user interface, a user account  
3 prior to said entering the plurality of auctioning preferences, said user  
4 account to be used to associate said plurality of auctioning preferences with a  
5 particular user.

1 26. The computer program product of claim 23, further having computer  
2 readable program code to perform, by said broadcast-based client-side  
3 device, a secure logon operation wherein said client-side device is associated  
4 with said user account and said plurality of auctioning preferences.

1 27. The computer program product of claim 23, wherein said computer  
2 readable program code to enter comprises computer readable program code  
3 to enter the plurality of auctioning preferences using the user interface  
4 displayed on the user computer that is coupled to the data network, said  
5 plurality of auctioning preferences to include at least one of preferred  
6 auctioning categories, payment method and product delivery information.



1        28.     The computer program product of claim 23, further having computer  
2        readable program code to track user activities to establish a user profile, said  
3        user preference data to be based on at least one of said plurality of auctioning  
4        preferences and said user profile.

1        29.     The computer program product of claim 28, wherein said computer  
2        readable program code to track user activities comprises computer readable  
3        program code to track user activities to establish the user profile, said user  
4        preference data to be based on at least one of said plurality of auctioning  
5        preferences and said user profile, where said user activities include at least  
6        one of websites visited, online keyword searching, broadcast content viewed  
7        and broadcast content searching.

1        30.     The computer program product of claim 23, wherein said computer  
2        readable program code to display comprises computer readable program  
3        code to display, on a display of said broadcast-based client-side device, said  
4        plurality of auctioning options based on said plurality of auctioning  
5        preferences, where said plurality of auctioning options includes at least one  
6        of a list of available item to bid on, pending auctions and auctioning history.

1        31.     The computer program product of claim 23, further having computer  
2        readable program code to display an auction interface containing at least one

3 of a description of said auction item, current bid for said auction item,  
4 number of bids made on said auction item, and remaining time left to bid on  
5 said auction item.

1 32. The computer program product of claim 23, wherein said computer  
2 readable program code to place one or more bids comprises computer  
3 readable program code to place one or more bids on an auction item using  
4 said user input device after said broadcast-based client-side device has  
5 established a secure connection with a server coupled to said data network.

1 33. The computer program product of claim 32, further having computer  
2 readable program code to execute, by said server, software that enables said  
3 auction item to be bid on by a plurality of users connected via said data  
4 network, and to be purchased by a high bidder of said plurality of users.